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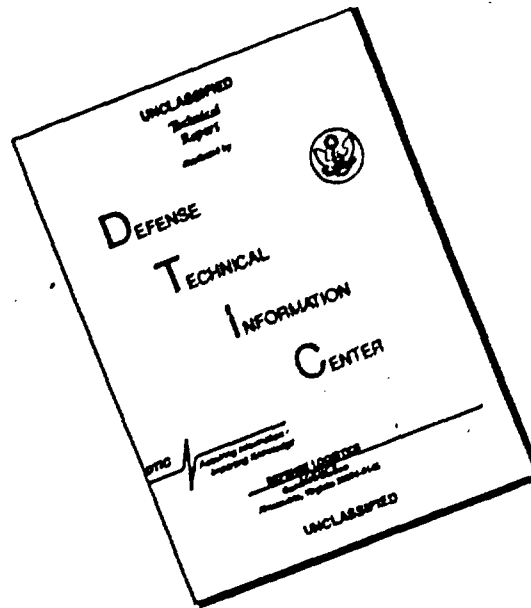
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AMKPC REPORT NO. 5-63

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PRELIMINARY REPORT OF 1963
SURVEY OF FOOD PREFERENCES OF U. S. SOLDIERS

Interim Report

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July 1963

ARMED FORCES FOOD AND CONTAINER INSTITUTE
U.S. ARMY QUARTERMASTER RESEARCH AND ENGINEERING CENTER
CHICAGO 9, ILLINOIS



<p>AD <u> </u> Accession No. <u> </u> Armed Forces Food And Container Institute, U. S. Army Quartermaster Research And Engineering Center, Chicago 9, AMXFC Rpt No. <u>5-63</u> Date <u>July 63</u> Proj. No. <u>7X95-01-001</u> pp <u>30</u> tbl <u>2</u> fig. <u>-</u> Preliminary Report of 1963-Survey of Food Preferences of U.S. Soldiers by Joseph M. Kamen Approximately 20,000 enlisted personnel within the U.S. were administered food preference questionnaires. This report Primary Field: Food Acceptance Research Secondary Field (s): Food Attitudes</p>	<p>AD <u> </u> Accession No. <u> </u> Armed Forces Food And Container Institute, U. S. Army Quartermaster Research And Engineering Center, Chicago 9, AMXFC Rpt No. <u>5-63</u> Date <u>July 63</u> Proj. No. <u>7X95-01-001</u> pp <u>30</u> tbl <u>2</u> fig. <u>-</u> Preliminary Report of 1963-Survey of Food Preferences of U.S. Soldiers by Joseph M. Kamen Approximately 20,000 enlisted personnel within the U.S. were administered food preference questionnaires. This report Primary Field: Food Acceptance Research Secondary Field (s): Food Attitudes</p>	<p>UNCLASSIFIED</p> <p>1. Food, Acceptability I. Kamen, J.M.</p> <p>UNCLASSIFIED</p>
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AMKFC REPORT NO. 5-63

PROJECT: Human Factors in QMC Operations

**TASK: Attitude toward and acceptance
of Quartermaster materiel**

**PHASE: Personal, environmental and
use factors in acceptance**

**PRELIMINARY REPORT OF 1963
SURVEY OF FOOD PREFERENCES OF U. S. SOLDIERS**

by

Joseph M. Kamen

Food Acceptance Branch, Food Division

July 1963

Armed Forces Food and Container Institute

PRELIMINARY REPORT OF 1963

SURVEY OF FOOD PREFERENCES OF U. S. SOLDIERS

From 1950 to 1954 eight national surveys of soldiers' food preferences were conducted. Ratings were obtained on 435 different food names, with at least 2,000 soldiers expressing their degree of liking or disliking for each food. The details of these surveys -- including the pilot studies, selection of respondents and administration of questionnaires, quantification of ratings, reliability and validity, analyses of preference in relation to food class and to respondents' characteristics, and many other aspects of the surveys -- are comprehensively described by Peryam, et al.^{1/}

The data from these surveys have proved to be valuable as guidelines in the planning of menus, in decisions to introduce certain new foods, and in selecting foods to be developed for various operational rations. The large number of requests for the survey results from numerous local, state, and federal governmental agencies; food manufacturers and industrial caterers; universities and school systems; units of all the Armed Forces; the press; and from many other types of organizations and individuals reflect the interest and needs for the systematic body of data on food likes and dislikes.

The results of these surveys, besides serving directly applicable goals, have constituted a major part of the core knowledge for a food acceptance research program. For example, some of the problems or areas

1. Food Preferences of Men in the U. S. Armed Forces, Armed Forces Food and Container Institute, Chicago, 1960.

of investigation that have been recognized or given new emphasis as a result of the survey program have been: the inter-effects of foods as combined into meals; the effect on preference and acceptance of repetitive serving of limited number of foods; elaboration of the influence of cultural and social factors on foods choices; and effect of unusual conditions on patterns of acceptance.

Strong evidence was obtained that average food preferences remained fairly constant over a period of several years.^{2/} Hence, it was not considered necessary to resurvey frequently since the gains in accuracy would have only marginal value. However, over the past eight to nine years preferences for certain foods may have changed appreciably because of shifts in patterns of consumption and because new processing and distribution methods have increased the availability and improved the quality of these foods. Further, the Master Menu now includes many new foods which have never been previously surveyed and consideration is being given to issue some foods on which preference information is currently lacking.

To keep this information current and as complete as possible a new survey of soldiers' food preferences was undertaken in cooperation with the Office of Personnel Operations, Department of the Army. This report summarizes the procedure and methods used in this survey and the basic preference information for each of 263 foods. Future reports will present more detailed analyses and a more comprehensive discussion of the techniques used, changes in preferences over time, and the relationship of preferences to 12 background characteristics of the respondents.

2. Ibid pg. 50-53

Peryam et al contained details on previous food preference surveys. Only major departures in the methods from those used before will be discussed here.

Method

Food Survey. Many of the food names were submitted by the Menu Planning Division, U. S. Army Subsistence Center. Others were derived over a five-year period from requests by food technologists and scientists and food service administrators for information on foods not previously surveyed or for which preferences were likely to have changed. The remaining food names were randomly selected from the previous survey, were of special methodological interest, or were believed to be candidates in future developmental work. Table 1 shows the number of foods according to the categories surveyed for the first time, resurveyed, or control foods. (The control foods were five foods which have been included in every survey as a check on the consistency of results from survey to survey).

Questionnaire Forms. The food preference questionnaires were supplements to those used in Sample Survey 74, Department of the Army, conducted by the Office of Personnel Operations and the Adjutant General's Office during February-March 1963. Seven four-page food preference forms were printed as inserts in the Sample Survey questionnaires. Each form contained the names of 40 foods. The respondent was instructed: "For each food in the following list, circle the one phrase that best tells how much you like or dislike it. If you have never tried a food anytime in your life, circle 'not tried'." For control purposes, some foods appeared in more than one form, such that although the seven forms contained a

total of 280 food names, the number of different foods was 263.

The Sample Survey questionnaire, completed by all respondents regardless of the food preference questionnaire form they were given, contained 47 items dealing with such topics as the man's number and type of dependents, housing transfers, and demographic characteristics such as age, education, and region of origin, interests in bowling, etc.

Sample Survey. Army Regulation (AR) 600-45 sets forth the purpose, responsible and procedures for Sample Surveys. Relevant sections of this AR are included in Appendix I.

Scope of Present Report

The most immediately useful statistics from food preference surveys are the average ratings. In order to make these ratings available on a timely basis, this first report is devoted almost solely to the presentation of these basic data.

Succeeding reports will cover the following topics:

1. Reliability of survey data, including comparisons with past surveys.
2. The relationship between preference for each food and each of the following 12 background characteristics:
 - a. Region of origin (by geographical area)
 - b. Size of hometown
 - c. Age
 - d. Education
 - e. Length of active federal service
 - f. Component (US, RA, NG, etc.)
 - g. Grade
 - h. General technical aptitude (intelligence) score
 - i. Marital status
 - j. Separate rations allowance
 - k. Father's highest level of education
 - l. Live in barracks vs. other place

Results

The food names are arranged according to major food-class. For each food, the average represents the sum of ratings divided by the number of respondents who gave a definite rating for the food. Thus, the responses of those who indicated they had not tried a food or who omitted a food are not included. The weights assigned to the hedonic scale categories are as follows:

Like Extremely	- 9
Like Very Much	- 8
Like Moderately	- 7
Like Slightly	- 6
Neither like nor dislike	- 5
Dislike Slightly	- 4
Dislike Moderately	- 3
Dislike Very Much	- 2
Dislike Extremely	- 1

Rejection of questionnaires. A questionnaire was eliminated if:

- (a) No responses were given to 10 or more food names,
- (b) Only one or two different rating categories were used,
- (c) Ten or more consecutive food names were rated the same, and a total of three different rating categories were used,
- (d) Special patterns of response were evident, e.g., a continuous up-and-down cycle.

Of the 19,684 questionnaires received, 357 (or 1.8%) were eliminated.

Basic preference information. Tables 2.1 through 2.11 present the foods surveyed, the number of soldiers rating each food, the mean rating, and the percent of soldiers indicating they had never tried that food.

Table 1

Classification of 263 Different Food Names Surveyed

Food class	Foods surveyed for the first time	Foods resurveyed	Control foods
I. Accessory Foods	33	6	0
II. Beverages	16	4	1
III. Breads	7	2	0
IV. Cereals	2	2	0
V. Desserts	28	14	1
VI. Fruits	9	4	0
VII. Main Dishes	42	21	1
VIII. Potatoes and Starches	6	6	0
IX. Salads	16	8	0
X. Soups	12	4	0
XI. Vegetables	2	13	2
TOTAL	173	85	5 = 263

Appendix I

Outline of Army Regulation (AR) 600-45

1. General. The Sample Survey of Military Personnel is a periodic survey required by Headquarters, Department of the Army. It is based on a method of random selection which enables prediction of characteristics of the entire military population by means of a relatively small sample.

2. Purpose. To provide information to assist the Headquarters, Department of the Army agencies in planning budget requirements, establishing personnel policies, supporting proposed legislation, answering inquiries from Congress and Government agencies, and determining attitudes, opinions, and characteristics of Army personnel.

3. Responsibility.

a. The Chief, Office of Personnel Operations, is responsible for monitoring the over-all survey for developing procedures for gathering data, and for processing, analyzing, and publishing the survey results. (Here the responsibility for the last three steps, and partial responsibility for the second step has been assumed by the Armed Forces Food and Container Institute upon agreement with the Office of Personnel Operations).

b. Major commanders are responsible for the operation of the survey in the field and for the return of survey data to the Adjutant General.

(1) Adjutants general and adjutants at all echelons are responsible to their commanders for staff and technical supervision of unit personnel sections which administer the survey at the unit level and for establishing adequate controls to insure that prompt distribution

of the questionnaires is made to the unit personnel officers.

(2) Unit personnel officers are responsible for processing the survey at the unit level to include completing the items answered from personnel records, administering the questionnaires to respondents, reviewing the questionnaires for accuracy and completeness, reporting the reason if a respondent is not available, and transmitting the completed questionnaires to the Data Processing Unit by the due date of the survey.

c. Data processing unit commanders are responsible for preparing a master control roster of personnel to be included in the survey for each organization serviced, for auditing completed questionnaire forms, for preparing punched cards from the questionnaire forms and for preparing punched cards for non-availables.

4. Personnel surveyed. As applied to the present survey, all enlisted men stationed within the Zone of the Interior are eligible for survey except: transient personnel assigned to reception stations, oversea replacement stations, transfer stations, and personnel actually enroute to and from oversea command; patients assigned to medical holding detachments; Army National Guard and United States Army Reserve personnel on active duty for training; personnel in confinement.

5. Selection of Respondents. Respondents are selected for the survey by the last two digits of the Army service number. Numbers are selected to sample approximately five percent of the enlisted men. In the present survey the digits selected were 09, 29, 49, 69, and 89. All men in grades E-1 and E-2 with service numbers ending in 03 were also chosen, since a disproportionate number of men in these two grades are

not available for testing largely because of the high leave rate and number at reception and replacement stations.

6. Distribution of Forms. Questionnaires are distributed by the Adjutant general to each of the eight Data Processing Units (DPU's) in the Continental United States. The DPU's, in turn, forward the questionnaires, together with a list of names and service numbers of the personnel to be surveyed, to each organization.

7. Administration at unit level. Personnel officers screen all personnel records to identify all eligible individual (by last two digits of service number) who may not appear on DPU rosters.

Each questionnaire contains some items (in this case 10 items) which are completed by the personnel clerk from appropriate records. These items deal with such matters as component (RA, ER, NG, US, etc.), length of active federal military service completed, present grade, etc. The respondent then completes the remainder of the questionnaire under supervision of an officer, normally the unit personnel officer or the adjutant. Typically, administration is in groups rather than by individual and one assistant supervisor or instructor is provided for each group of 10-15 respondents.

If a respondent is not available, his service number and grade are entered on the first page, and the reason for non-availability indicated.

Table 2.1

Accessory Foods - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. CONDIMENTES AND RELISHES - SWEET			
Maraschino Cherries	2825	6.44	9.3
Mixed Sweet Pickles	2815	6.24	1.1
Raisins	2815	6.44	0.8
B. CONDIMENTES AND RELISHES - OTHER			
Pickled Beets (cold)	2673	5.53	5.5
Grated Parmesan Cheese	2833	5.74	10.1
Mushrooms	2710	6.14	11.1
Olives (green, unpitted)	2825	5.58	2.8
Olives (stuffed with pimento)	2750	6.02	7.3
Glazed Onions	2710	5.37	10.5
Sliced Raw Onions	2673	5.97	1.3
Sweet Green Peppers	2815	5.74	8.3
Kosher Dill Pickle (with garlic)	2833	6.22	6.2
Assorted Crisp Relishes	2750	6.44	7.5
Relish Tray	2833	6.30	5.3
C. HOT CONDIMENTES AND SAUCES			
Mustard	2673	6.05	0.9
Worcestershire Sauce	2721	6.30	10.7
Hot Sauce	2750	6.05	2.7
D. SAUCES, GRAVIES, AND TOPPINGS			
Dessert Topping (whipped type)	2833	7.00	0.8
Giblet Gravy	2710	6.84	4.2
Honey	2825	6.49	2.2
Maple Syrup	5383	6.74	0.9
Sour Cream	2721	4.60	12.6
Whipped Cream	2673	7.24	0.5
E. SPREADS			
1. Fruit-Type			
Cherry Jam	2815	6.83	3.9
Peach Jam	2825	6.55	2.8
Pineapple Jam	2750	6.28	5.7

Table 2.1 (Continued)

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
Raspberry Jam	2721	7.00	0.8
Strawberry Jam	2710	7.01	0.4
Jam	2833	6.81	0.2
Apple Jelly	2833	6.63	1.4
Blackberry Jelly	2815	6.96	1.1
Currant Jelly	2825	6.15	9.9
Grape Jelly	2750	7.10	0.5
Strawberry Jelly	2721	7.33	1.1
Jelly	2673	6.83	0.1
Orange Marmalade	2815	6.21	10.5
2. Other			
Butter	2710	7.47	0.0
Cream Cheese	2750	5.53	4.2
Honey	2825	6.49	2.2
Margarine (Oleomargarine)	2721	6.16	2.2

Table 2.2

Beverages - Summary of Preferences

Foods	Number of Respondents	Mean Ratings	% answering "Not Tried"
A. FRUITS OR FRUIT FLAVORED			
Cherry Drink (noncarbonated)	2825	6.04	10.3
Grape Drink (noncarbonated)	2750	6.91	1.6
Lemon Drink (noncarbonated)	2815	6.89	2.1
Lime Drink (noncarbonated)	2710	6.15	4.9
Orange Drink (noncarbonated)	2673	7.32	0.9
Grape Juice	2721	7.39	0.4
Canned Orange Juice	2750	7.41	0.3
Frozen Orange Juice	2721	7.73	0.3
Instant Orange Juice	2833	6.84	0.8
Limeade	2815	6.90	3.5
Fruit Punch	2673	7.13	1.9
Grape Punch	2815	7.04	1.5
B. OTHERS			
Buttermilk	2721	4.85	3.8
Hot Chocolate (self-prepared)	2673	6.88	1.5
Hot Chocolate (from dispenser)	2750	6.90	3.8
Iced Coffee	5471	4.00	12.9
Instant Coffee	2825	4.79	2.5
Coffee	2710	7.11	0.6
Vegetable Juice	2750	6.58	4.9
Fresh Milk	2833	8.36	0.1
Hot Tea	2833	6.05	1.1

Table 2.3

Breads - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. SWEET (WITH SUGAR INGREDIENTS)			
Raisin Bread	2825	6.41	0.5
Quick Coffee Cake	2710	6.71	5.7
Jelly Doughnuts	2815	7.33	3.1
B. OTHER BREADS AND CRACKERS			
Garlic French Bread	2833	6.52	8.3
French Bread	2721	7.53	2.1
Whole Wheat Bread	2833	6.25	0.7
Hot-Cross Buns	2825	7.69	3.0
Saltine Crackers	2710	7.04	0.6
English Muffins	2673	7.18	14.6

Table 2.4
Cereals - Summary of Preferences

Foods	Number of Respondents	Mean Ratings	% answering "Not Tried"
A. COULD			
Assorted Dry Cereal	2833	6.98	0.7
Corn Flakes	2815	6.96	0.2
B. NOT			
Hot Whole Wheat Cereal	2721	6.44	3.2
Oatmeal	2750	6.02	1.2
Cream of Wheat	2710	5.80	2.3

Table 2.4

Cereals - Summary of Preferences

Foods	Number of Respondents	Mean Ratings	% answering "Not Tried"
A. COLD			
Assorted Dry Cereal	2833	6.98	0.7
Corn Flakes	2815	6.96	0.2
B. HOT			
Hot Whole Wheat Cereal	2721	6.44	3.2
Oatmeal	2750	6.02	1.2
Cream of Wheat	2710	5.80	2.3

Table 2.5

Desserts - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. CAKES			
Applesauce Cake	2833	6.76	7.1
Chocolate Cake	2750	7.43	0.1
Devil's Food Cake	2833	7.28	1.1
Marble Cake	2825	7.03	4.6
Peach Upside-Down Cake	2710	7.39	3.8
Raspberry Shortcake	2721	7.47	3.8
Spice Cake	2750	6.72	3.6
Gingerbread	2673	6.91	2.5
B. COOKIES			
Butterscotch Icebox Cookies	2815	6.77	11.3
Brownies (fudge cookies)	2673	7.27	0.6
Chocolate Cookies	2825	6.98	0.8
Coconut Drop Cookies	2673	6.82	4.5
Raisin Cookies	2710	6.73	1.6
Sugar Cookies	2673	6.72	1.7
Graham Crackers	2815	6.64	2.1
C. CASSERLES AND PIES			
1. Fruit			
Apple Brown Betty (apples, bread & spices, baked)	2825	6.88	10.1
Apricot Cobbler	2673	6.47	18.8
Peach Cobbler	2750	7.44	10.5
Apple Pie	2750	7.85	0.1
Apricot Pie	2815	6.13	10.2
Blackberry Pie	2833	7.22	1.3
Blueberry Pie	2673	7.13	1.7
Mince-meat Pie	2710	6.08	5.2
Peach Pie	2825	7.19	0.6
Rhubarb Pie	2833	5.30	18.3
Rhubarb & Strawberry Pie	2815	6.46	14.9

Table 2.5 (Continued)

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
2. Cream or Meringue			
Coconut Cream Pie	2825	7.28	1.5
Pineapple Cream Pie	2710	7.08	5.4
Chocolate Meringue Pie	2833	7.13	3.8
Lemon Meringue Pie	2721	7.59	0.7
D. ICE CREAMS			
Ice Cream	2750	7.70	0.1
Chocolate Ice Cream	2721	7.33	0.2
E. GELATINS			
Cherry Gelatin	2710	6.35	11.7
Lemon Gelatin	2815	6.26	11.3
Lime Gelatin	2825	5.73	11.9
Orange Gelatin	2750	6.31	8.4
Raspberry Gelatin	2721	6.62	11.4
Raspberry Gelatin with Bananas	2815	6.61	15.3
Strawberry Gelatin	2833	6.61	5.9
Raspberry Jello	2710	6.50	2.0
F. PUDDINGS			
Bread Pudding	8264	6.43	5.4
Cottage Pudding (cake pudding)	2815	5.96	14.1
Tapioca Pudding	2721	6.86	8.3

Table 2.6

Fruits - Summary of Preferences

Feeds	Number of Respondents	Mean Rating	% answering "Not Tried"
A. FRESH			
Assorted Fresh Fruit	2815	8.03	0.2
Avocados	2721	5.54	28.4
Bananas	2750	7.59	0.1
Cantaloup	2833	7.38	2.8
Dates	2825	5.52	5.4
Nectarines	2710	6.31	31.0
Oranges	2721	7.53	0.1
Pears (fresh)	2673	7.67	0.3
Watermelon	2673	7.54	0.9
B. CANNED OR PREPARED			
Canned Cherries	2833	6.52	1.1
Grapefruit (canned sections)	2815	6.49	1.7
Peaches (canned)	2825	7.55	0.5
Rhubarb	2710	5.38	17.6

Table 2.7

Main Dishes - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. EGGS AND OMELETS			
Fried Eggs	2673	7.43	0.2
Poached Eggs on Toast	2833	6.20	8.0
Scrambled Eggs	2673	7.02	0.3
Shirred Eggs (baked in muffin pans)	2825	5.42	0.7
Eggs to Order	2815	7.82	0.5
Ham Omelet	2721	7.21	5.7
B. CHEESES			
American Cheese	2721	7.07	0.6
Blue-Veined Cheese (Roquefort or Bleu)	2815	5.07	31.9
Cottage Cheese	2710	5.80	1.6
C. CEREAL LIGHT MAIN DISHES			
Pizza	2833	7.17	3.5
Waffles with Syrup	2710	7.10	1.5
D. MEATS			
1. Beef			
Corned Beef	2815	6.46	1.0
Creamed Dried Chipped Beef on Toast	2750	6.18	6.6
Creamed Ground Beef on Toast	2833	5.88	3.7
Roast Beef	2673	7.79	0.1
Hot Roast Beef Sandwich with Gravy	2673	7.76	1.1
Pan-Fried Beefsteak	2673	7.72	3.1
Spiced Braised Beef Cubes	2825	6.43	14.5
Beef Fricassee (beef cubes and vegetables)	2825	6.02	6.1
Spanish Pot Roast (with tomatoes)	2825	6.77	14.0
Grilled Steak	2750	8.30	0.1
2. Hams			
Baked Fresh Ham	2825	7.42	0.2
Ham Salad	2833	6.85	4.2
Barbecued Ham Steaks	2673	7.52	6.5

Table 2.7

Main Dishes - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. EGGS AND OMELETS			
Fried Eggs	2673	7.43	0.2
Poached Eggs on Toast	2833	6.20	8.0
Scrambled Eggs	2673	7.02	0.3
Shirred Eggs (baked in muffin pans)	2825	5.42	0.7
Eggs to Order	2815	7.82	0.5
Ham Omelet	2721	7.21	5.7
B. CHEESES			
American Cheese	2721	7.07	0.6
Blue-Veined Cheese (Roquefort or Bleu)	2815	5.07	31.9
Cottage Cheese	2710	5.80	1.6
C. CEREAL LIGHT MAIN DISHES			
Pizza	2833	7.17	3.5
Waffles with Syrup	2710	7.10	1.5
D. MEATS			
1. Beef			
Corned Beef	2815	6.46	1.0
Creamed Dried Chipped Beef on Toast	2750	6.18	6.6
Creamed Ground Beef on Toast	2833	5.88	3.7
Roast Beef	2673	7.79	0.1
Hot Roast Beef Sandwich with Gravy	2673	7.76	1.1
Pan-Fried Beefsteak	2673	7.72	3.1
Spiced Braised Beef Cubes	2825	6.43	14.5
Beef Fricassee (beef cubes and vegetables)	2825	6.02	6.1
Spanish Pot Roast (with tomatoes)	2825	6.77	14.0
Grilled Steak	2750	8.30	0.1
2. Hams			
Baked Fresh Ham	2825	7.42	0.2
Ham Salad	2833	6.85	4.2
Barbecued Ham Steaks	2673	7.52	6.5

Table 2.7 (Continued)

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
3. Other Pork Products			
Bacon	2833	7.62	0.1
Barbecued Pork Chops	2750	7.56	1.2
Roast Pork	2710	7.37	0.3
4. Lamb			
Lamb Pot Pie	2750	5.08	24.0
Roast Lamb	2710	6.35	8.6
5. Veal			
Breaded Veal Cutlet	2815	7.75	2.7
Veal Fricassee (veal cubes and vegetables)	2710	6.28	8.9
Veal Loaf with Gravy	2833	6.89	2.1
Veal Pot Pie	2710	6.25	12.5
Veal Steak	2710	7.84	0.7
6. Liver			
Baked Liver	2721	4.87	4.7
7. Meat Combinations			
Chili Con Carne	2825	6.79	3.1
Chop Suey	2815	5.88	7.9
Chow Mein	2815	5.95	11.5
8. Cold Cuts and Sausages			
Bologna	2825	6.34	2.3
Cervelat (summer sausage)	2750	6.33	22.0
Luncheon Loaf (Luncheon Meat)	2833	6.47	0.7
Liver Sausage	2825	5.12	9.7
9. Frankfurters			
Grilled Frankfurters	2673	6.50	0.7

Table 2.7 (Continued)

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
10. Ground Meats			
Stuffed Green Peppers with Brown Gravy	2815	6.13	11.9
Grilled Hamburger Sandwich	2710	7.52	0.4
Spaghetti and Meatballs	19327	7.47	0.2
Salisbury Steak	2825	7.29	3.8
11. Powl			
Barbecued Chicken	2750	7.50	0.3
Country-Style Chicken (southern fried)	2673	7.80	0.2
Stewed Chicken	2721	6.48	1.2
Chicken Fricassee (in white sauce with rice)	2833	6.14	9.7
Chicken a la King on Toast	2815	6.56	8.3
Turkey Pot Pie	2721	7.20	3.2
12. Fish			
Pan-Fried Fish	2721	6.48	0.9
Fish Squares (breaded)	2721	6.04	5.5
Fried Oysters	2750	5.99	8.8
Salmon Cakes	2710	6.20	6.6
Salmon Loaf	2750	5.97	10.7
Deep Fat-Fried Scallops	2833	6.07	5.9
Seafood Platter (scallops, oysters, and fish)	2815	6.44	4.2
Boiled Shrimp	2721	6.36	17.4
French-Fried Shrimp	2673	7.09	2.7
Baked Tuna and Noodles	2721	6.03	5.6
Tuna a la King	2750	5.93	10.7

Table 2.8

Potatoes and Starches - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. POTATOES			
Baked White Potatoes	2673	6.77	0.4
Potatoes Fried with Onions	2750	6.90	1.1
Franconia Potatoes (boiled, quartered, and baked)	2710	6.57	3.9
Lyonnaise Potatoes (cubed, baked, with fried onions)	2825	6.22	8.4
O'Brien Potatoes (cubed, fried with pimientos, and peppers)	2721	6.37	13.4
Mashed Potatoes	2673	7.52	0.1
Candied Sweet Potatoes	2721	6.59	1.7
B. RICE			
Fried Rice	2825	5.61	7.2
Steamed Rice	2833	5.85	0.9
C. OTHER STARCHES			
Baked Beans with Molasses	2710	5.71	12.3
Baked Macaroni and Cheese	2815	7.16	1.4
Spaghetti with Meat Sauce	2750	7.31	0.4

Table 2.9

Salads - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. FRUIT			
Apple and Grapefruit Salad	2673	6.26	8.0
Banana, Orange and Grapefruit Salad	2815	6.76	5.2
Individual Fruit Salad	2825	7.02	0.7
Orange and Grapefruit Salad	2825	6.09	4.1
Sliced Orange and Coconut Salad	2750	5.76	7.6
Pear Gelatin Salad on Lettuce	2750	6.34	8.9
B. VEGETABLE			
Cabbage Slaw	2750	6.43	2.5
Hot Cabbage Slaw	2710	5.12	15.5
Cauliflower Vegetable Salad	2721	4.87	25.9
Lettuce Wedges	2710	6.81	4.1
Marinated Green Beans and Onion Salad	2833	5.20	13.3
Tossed Green Salad	2673	7.17	2.5
Tossed Vegetable Salad	2721	7.39	2.4
C. COMBINATION			
Cabbage and Cottage Cheese Salad	2825	4.96	7.9
Cabbage, Apple & Pineapple Salad	2710	6.02	6.3
Cabbage, Apple & Raisin Salad	2721	5.65	8.6
Grated Carrot and Pineapple Salad	2833	5.32	7.5
Garden Cottage Cheese Salad (with celery, cucumber, onion, pepper and radish)	2673	5.45	12.9
Cottage Cheese, Onion & Pimento Salad on Lettuce	2673	5.39	11.2
Egg and Cucumber Salad	2815	5.66	26.9
Macaroni Club Salad (with carrots, celery and eggs)	2833	5.68	20.5
Sliced Pineapple and Grated Cheese	2721	6.20	5.9
Pineapple Ring with Grated American Cheese on Lettuce	2825	5.97	5.0
Waldorf Salad (apples, celery & nuts)	2750	6.33	8.2

Table 2.10

Soups - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
Bean Soup	2710	6.56	1.3
Beef Barley Soup	2750	5.66	15.4
Beef Noodle Soup	2825	6.87	0.9
Beef Rice Soup	2825	5.92	5.1
Chicken Rice Soup	2673	6.27	3.8
Clam Chowder	2833	5.86	16.6
Creole Soup (tomatoes, spaghetti, peppers, onions)	2825	5.79	12.1
Cream of Celery Soup	2750	5.42	12.4
Kaizerbecker Soup (beans and vegetables)	2815	5.92	25.1
Minestrone Soup (beans, potatoes, carrots, celery)	2833	6.29	8.6
Oyster Soup	2721	5.86	12.2
Split Pea Soup	2673	5.54	3.6
Pepper-Pot Soup (green pepper)	2710	5.22	23.5
Tomato Bouillon Soup	2721	5.94	12.4
Turkey Rice Soup	2815	6.51	6.4
Tomato-Vegetable Soup with Noodles	2815	6.76	3.2

Table 2.11

Vegetables - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. FLOWERS, FRUITS AND SEEDS			
Buttered (fresh) Green Beans	2815	7.13	1.0
Lima Beans Boiled with Ham Hocks	2833	6.11	5.8
Buttered Broccoli	2721	5.58	12.2
Creamed Corn	2750	7.18	0.4
French-Fried Eggplant	2721	5.65	24.9
Buttered Green Peas	2833	6.78	0.2
Fried Summer Squash	2750	5.03	14.9
Succotash (lima beans and whole kernel corn)	2825	5.82	3.9
Fresh Sliced Tomatoes	5488	7.81	0.8
French-Fried Tomatoes	2673	5.75	34.7
Scalloped Tomatoes (baked with sugar, salt, pepper, onions)	2825	5.43	16.4
B. LEAVES AND STEMS			
Sweet-Sour Cabbage (sugar & vinegar)	2710	4.87	21.6
Spinach with Cheese Sauce	2815	4.55	21.7
C. ROOTS AND BULBS			
Harvard Beets (thickened vinegar sauce)	2673	5.33	11.4
Buttered Carrots	2825	5.75	2.7
French-Fried Onions	2710	6.54	3.7
Buttered Turnips	19327	5.00	12.4

Table 2.11

Vegetables - Summary of Preferences

Foods	Number of Respondents	Mean Rating	% answering "Not Tried"
A. FLOWERS, FRUITS AND SEEDS			
Buttered (fresh) Green Beans	2815	7.13	1.0
Lima Beans Boiled with Ham Hocks	2833	6.11	5.8
Buttered Broccoli	2721	5.58	12.2
Creamed Corn	2750	7.18	0.4
French-Fried Eggplant	2721	5.65	24.9
Buttered Green Peas	2833	6.78	0.2
Fried Summer Squash	2750	5.03	14.9
Succotash (lima beans and whole kernel corn)	2825	5.82	3.9
Fresh Sliced Tomatoes	5488	7.81	0.8
French-Fried Tomatoes	2673	5.75	34.7
Scalloped Tomatoes (baked with sugar, salt, pepper, onions)	2825	5.43	16.4
B. LEAVES AND STEMS			
Sweet-Sour Cabbage (sugar & vinegar)	2710	4.87	21.6
Spinach with Cheese Sauce	2815	4.55	21.7
C. ROOTS AND BULBS			
Harvard Beets (thickened vinegar sauce)	2673	5.33	11.4
Buttered Carrots	2825	5.75	2.7
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